

Home Furnishings Calendar 1949

JANUARY

FEBRUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 21- July 28	MIDSUMMER FURNITURE EXHIBIT "Better Living with Television", Abraham & Straus' midsummer furniture exhibit, will be open to the public on this date and will consist of 17 room settings planned to solve the problem of how to live with television and love it. On Thursday, July 21, from 4 to 8 P.M. Paul Whiteman will give preliminary television auditions to talented young people; at 2:30 P.M. on Tuesday, July 26, Bill Slater will introduce television personalities; Mary David Gillies of McCall's Magazine and Norman Fox MacGregor, designer for Valley Furniture Co. will also appear on this program; at 6:30 P.M. on Thursday, July 28, Paul Whiteman will audition a group of talented young people; Harriet Van Horne of the World Telegram will be interviewed and Ivor Kenway of the American Broadcasting Company will speak on "Behind the Scenes in Television." Publicity: Frances Bemis, Director of Feature Events, Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	FULTON STREET BROOKLYN, N.Y.
Thursday July 21 Just out	DECORATING GUIDE "How to Carpet Your Home Correctly" is the title of a new booklet, printed in full color, which shows how to build a color scheme around a carpet. Actual carpet swatches are included. Available now to the trade, at 25¢ each, this booklet will be available for distribution to the public early in September. Contact: Harry D. Goodwin, MU. 6-3150.	MAGEE CARPET CO.	295 FIFTH AVENUE
July 21- July 29	SOUTHERN FURNITURE MARKET, EXPOSITION BUILDING, HIGH POINT, N. C. CONTACT: PAUL CASEY, EXPOSITION BUILDING, HIGH POINT, N. C.		
Sunday July 24- July 27 9:00 A.M.- 6:00 P.M.	FIFTH CALIFORNIA CURTAIN & DRAPERY SHOW New textile products such as curtains, draperies, bedspreads, pillows, hand-screened fabrics, shower curtains, Venetian blinds, hardware, trimmings, headboards and allied merchandise will be shown at the Show. There will be an open house during the evening of Monday, July 25 for both buyers and store personnel. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15.	LOS ANGELES TRADE FAIR	ALEXANDRIA HOTEL 1151 SO. BROADWAY, L.A. LOS ANGELES, CALIF.
Sunday July 24- July 27	GIFT AND HOUSEWARE SHOW The Michigan Merchandise Show to display gifts and housewares will be held in the Hotel Statler in Detroit on these dates. Showings from 11 A.M. to 9 P.M. daily. Contact: Charles W. Burn, Room 935, 225 Fifth Avenue, New York 10, New York, MU. 6-2631.	MICHIGAN MDSE. SHOW	STATLER, DETROIT
Sunday July 24- July 29 9:00 A.M.- 6:00 P.M.	29TH CALIFORNIA GIFT SHOW Gifts, dinnerware, lamps, glass and allied items will be shown with a large number of items tagged "Preview Item" as was done so successfully last season. Contact: W. C. Klingborg, Los Angeles Trade Fair. Publicity: Worth Larkin-Dick Bean, Los Angeles Trade Fair, 1151 South Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC.	BRACK SHOPS, ETC. 1151 SO. BROADWAY, L.A. LOS ANGELES, CALIF.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 25, 1949</u>			
July 25-	TRADE SHOW AND CONVENTION, HOTEL NEW YORKER AND MANHATTAN CENTER. CONTACT:		
July 28	WM. R. GARD, NATL. ASSN. MUSIC MERCHANTS, 28 E. JACKSON, CHICAGO.		
Monday	NEW LINE OF	AIR KING PRODUCTS CO.	HOTEL NEW YORKER
July 25-	TELEVISION SETS	170 - 53RD ST., BKLYN.	ROOM 970
July 28	A new promotional line of television sets will be exhibited on these dates according to an announcement by R. D. Payne, Manager of Sales. Publicity: S. Olchak, Air King Products Co., 170-53rd St., Brooklyn 32.		
Monday	24TH SEMI-ANNUAL SUMMER	LOS ANGELES FURN. MART	LOS ANGELES FURN.
July 25-	FURNITURE MARKET	2155 EAST 7TH STREET	MART, LOS ANGELES
July 29	The Summer Furniture Market will be held on these dates to coincide, for the convenience of buyers, with the Gift Show and the Curtain and Drapery Market. Publicity: James J. Cowen, L.A. Furniture Mart.		
Tuesday	BREAKFAST MEETING, NATL. RETAIL FURN. ASSN., BILTMORE, LOS ANGELES, CAL.		
July 26	CONTACT: JOHN DAVIS, DAVIS FURNITURE CO., LONG BEACH, CALIFORNIA.		
Sunday	GIFT, STATIONERY, TOY	WESTERN MDSE. EXHIBITORS	CIVIC AUDITORIUM
July 31-	HOUSEWARES SHOW	1355 MARKET STREET	SAN FRANCISCO, CALIF.
August 4	Over 1,000 nationally known lines of china, cooking utensils, cutlery, decorative accessories, electrical appliances, gifts, housewares, lamps, linens, pictures, pottery, and so on will be on display. Contact: Kay Leber, Show Director, Western Merchandise Exhibitors, 1355 Market Street, San Francisco 3, California.		
<u>WEEK BEGINNING MONDAY, AUGUST 1, 1949</u>			
Monday	COCKTAIL PARTY	FURN. CLUB OF NO. CAL.	MART CLUB AUDITORIUM
August 1	AND OPEN HOUSE	1355 MARKET STREET	SAN FRANCISCO, CAL.
5:30 P.M.-	Furniture buyers and their wives will attend a cocktail party, <u>by invitation only</u> , to be given by the Furniture Club of Northern California.		
7:30 P.M.	Invitations will be available on each furniture floor of the Mart throughout Monday, August 1. Contact: Norman A. Arter, 1355 Market St., San Francisco.		
Monday	LINEN TRADE	LINEN TRADE ASSN.	HOTEL COMMODORE
August 1-	ASSOCIATION SHOW	45 EAST 17TH ST.	NEW YORK, N.Y.
August 5	The second Linen Trade Show will again be held at the Commodore. In addition to displaying decorative and staple linens, there will be seven model room displays, featuring linens, and set up by editors from House & Garden, House Beautiful, American Home, Better Homes and Gardens, Mademoiselle's Living, Today's Woman and McCall's Magazine.		
	Contact: Marie J. Puglis, MU. 3-8700; Publicity: J.R. Naseef, WI. 7-0044.		
Monday	WESTERN SUMMER	WESTERN	1355 MARKET STREET
August 1-	MARKET	MERCHANDISE MART	SAN FRANCISCO, CAL.
August 6	Over 2200 manufacturers of all kinds of home goods will exhibit new lines at this Market. The theme is "Fortunes in '49." Contact: Frank K. Runyan, President, Western Merchandise Mart, 1355 Market Street, San Francisco, Cal.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 1- August 12 9:00 A.M.- 6:00 P.M.	CHICAGO GIFT SHOW Two hundred exhibitors will display more than 500 lines of merchandise at the 48th semi-annual Chicago Gift Show. Many new dinnerware and stationery lines will be shown. On Thursday, August 4, a dinner dance for exhibitors and buyers will be held in the Red Lacquer Room of the Palmer House. Tickets may be obtained from the Secretary's Office, Room 700. The show will close at 1 P.M. on Aug. 6 and Aug. 12 and all exhibits will be closed on Sun., Aug. 7. Contact: George F. Little Management, 220 5th Avenue, New York City, MU. 9-7147.	EASTERN MFRS & IMPORTERS PALMER HSE., CHICAGO	
August 1- August 13	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. CONTACT: ROBERT B. JOHNSON, ROOM 262, MERCHANDISE MART, CHICAGO 54, ILL.		
August 1- August 26	CONFERENCE ON SILVERSMITHING, RHODE ISLAND SCHOOL OF DESIGN. CONTACT: MARGARET CRAVER, R. I. SCHOOL OF DESIGN, PROVIDENCE, R.I.		
Tuesday August 2 Evening	RETAILERS' SEMINAR Sponsored by the Retail Furniture Assn. of California, Inc., and open to retailers only, a seminar, "Second Semester - Post Graduate Course in Retailing", will be held under the counsel and direction of a faculty drawn from among the most experienced merchandising authorities in the west. Contact for reservations: Ralph A. Brown, Retail Furniture Assn. of California, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB, AUD. SAN FRANCISCO, CAL.
Wednesday August 3 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW HOME ACCESSORY A new and revolutionary home product will be introduced to the press by the Hunter Douglas Corporation. By invitation only. Publicity: Ruth Hammer Associates, Inc., EL. 5-7108.	HUNTER DOUGLAS CORPORATION	WALDORF ASTORIA PALM ROOM
Wednesday August 3 Dinner	TRADE DINNER The annual Western Radio-Television and Appliance dinner will be addressed by James J. Nance, president of Hotpoint, Inc., on "Salesmanship's Number One Job." The other principal speaker will be Julius Klein, vice president of Caloric Stove Corp. Following the speakers' program there will be a complete stage show. Contact: George A. L'Amoreaux, Western Merchandise Mart, 1355 Market Street, San Francisco 3, California.	WESTERN MERCH. MART 1355 MARKET STREET	MART CLUB AUDITORIUM SAN FRANCISCO, CAL.
August 7- August 10	NEW YORK STATE GIFT SHOW HOTEL STATLER, BUFFALO, NEW YORK.		
		<u>ADVANCE DATES AND NOTICES</u>	
August 8- August 13	TWIN CITY FURNITURE MARKET WEEK, MINNEAPOLIS AUDITORIUM, MINNEAPOLIS. CONTACT: M. C. SALISBURY, SALISBURY CO., MINNEAPOLIS, MINN.		
August 14	V-J DAY.		
August 14- August 18	PITTSBURGH GIFT SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNSYLVANIA. CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 14-	PACIFIC NORTHWEST GIFT & HOUSEWARES SHOW, OLYMPIC HOTEL & TERMINAL SALES		
August 18	BLDG., SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO.		
August 15-	AMERICAN NATIONAL RETAIL JEWELERS ASSN. TRADE SHOW, WALDORF-ASTORIA, N.Y.		
August 18	CONTACT: C.T. EVANS, SEC'Y, 551 FIFTH AVE., NEW YORK, MU. 2-2764.		
August 15-	DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, NEW YORK CITY.		
August 19	CONTACT: HERBERT M. WATERS, R.F.D. 1, LANSDALE, PENNSYLVANIA.		
Tuesday	ANNUAL CLUB	CURTAIN & DRAPERY CLUB	RYE WOOD COUNTRY CLUB
August 16	OUTING	45 W. 35TH STREET	WESTCHESTER CO., N.Y.
	The annual outing and day of sports will be held at the same club as last year. Golf, baseball, soft ball, swimming and card games will be held. Tickets are \$12 each which covers all expenses. Contact: George de Luna, Curtain & Drapery Club, 45 West 35th St., N.Y.C., WI. 7-2500.		
August 16-	ALLIED LINE SHOW FOR CREDIT JEWELERS, BELMONT PLAZA HOTEL, NEW YORK CITY.		
August 19	CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627.		
August 20	CHICAGOLAND MUSIC FESTIVAL, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
	CONTACT: P. MAXWELL, CHICAGO TRIBUNE, TRIBUNE TOWER, CHICAGO, ILLINOIS.		
August 21-	PORLAND GIFT & HOUSEWARES SHOW, PORTLAND & BENSON HOTELS, PORTLAND, ORE.		
August 24	CONTACT: KAY LEBER, WEST. MDSE. EXHIBITORS ASSN., 1355 MARKET ST., SAN FRAN.		
Sunday	GIFT, LAMP, CHINA	ORIENT-OCCIDENT ASSN.	HOTEL McALPIN
August 21-	AND GLASS SHOW	245 FIFTH AVENUE	NEW YORK, N.Y.
August 25	A new show, sponsored by the Orient-Occident Assn., and known as The		
9:00 A.M.-	Eastern Gift and Lamp Show, will accommodate several firms unable to		
6:00 P.M.	obtain display space at the regular New York Gift Show. The show will		
	close at 12 noon on Thursday, Aug. 25. Contact: Walter E. Ward, MU. 6-3708.		
August 22-	MARKET WEEK, 225 FIFTH AVENUE, NEW YORK CITY.		
August 26	CONTACT: ETHEL MACDONALD, MU. 5-6377.		
August 22-	NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N.Y.		
August 26	CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 5TH AVE., N.Y.C., MU. 9-7147.		
Aug. 23-27	ADIRONDACK CRAFTSMEN'S EXHIBIT, SARANAC LAKE, NEW YORK.		
August 27-	OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO.		
August 31	CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Aug. 28-31	NEW ORLEANS GIFT SHOW, NEW ORLEANS, LOUISIANA.		
Monday	NEW COOKBOOK	A. A. WYN	23 WEST 47TH STREET
August 29	"The Texas Cookbook" by Arthur and Bobbie Coleman, lists a wide range of		
Just out	unusual dishes from this lusty state which has a cuisine of its own.		
	It is derived from French, Indian, Spanish, Mexican, and Old South		
	sources with a bit of Italian and Chinese mixed in. Directions are		
	clear and simple and geared to modern cooking methods. Publicity:		
	Eileen Kelly, PL. 7-7350.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 1	SEPT.-OCT. ISSUE MADEMOISELLE'S LIVING OUT ON THIS DATE.		
Sept. 4-	DETROIT GIFT SHOW, HOTELS STATLER & BOOK-CADILLAC, DETROIT, MICHIGAN		
Sept. 8	CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 5	LABOR DAY (Monday).		
Sept. 5-	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS		
Sept. 8	CONTACT: ALLIED EXHIBITORS, INC., 712 SO. OLIVE ST., LOS ANGELES, CALIF.		
Sept. 10-	NAT'L FURN. AND HOME FURNISHINGS SHOW, GRAND CENTRAL PALACE, NEW YORK.		
Sept. 17	CONTACT: LOU E. SCHNEIDER, NATL. FURN. & HOME FURN. SHOWS, MU. 5-0218.		
Sept. 11-	NATIONAL HOME WEEK, DESIGNED TO REPORT HOME BUILDING PROGRESS TO PUBLIC		
Sept. 17	SPONSORED BY NATL. ASSN. OF HOME BUILDERS, 1028 CONN.AVE. N.W., WASHINGTON.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday	ART NOUVEAU SHOW	MUSEUM OF MODERN ART	11 WEST 53RD STREET
July 21-	A small exhibition of Art Nouveau, a significant though short-lived decorative style which began in Belgium about 1890 and spread to France and other countries, features objects recently added to the Museum's collection of design. The movement is considered one of the starting points for modern design. Included are furniture designed by Hector Giuard, Tiffany vases, Galle glass, jewelry. On first floor. Hours: 12 to 7 weekdays, 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		
August 21			
Tuesday	PRESS PREVIEW OF TEXTILES	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Sept. 13-	The life work of Ani Albers, outstanding weaver-designer and weaving teacher in this country, will be on display. Miss Albers was formerly associated with the Bauhaus in Germany. Open to public on Sept. 14. Hours 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.		
Oct. 30			

EDITORIAL NOTES

If you are planning promotions to tie-in with Home Fashion Time, 1949, which will be held from September 26 to October 1 this year, you may find it helpful to get in touch with the committee chairman for your particular business. We list them below:

<u>Committee</u>	<u>Chairman</u>	<u>Telephone</u>
Over-all Chairman	Madelyn Smith	MU. 6-3497
Art	Kay Lewis	MU. 9-3670
Lectures	Mary Brandt	GR. 7-2853
Manufacturers	Ethel Brostrom	MU. 3-8910
Publicity	Claire Corbin	JU. 6-5643
Retail Stores (N.Y.C. Metropolitan Area)	Blanchard Bartlett	PL. 5-7157
Retail Stores (Out of N.Y.C. Resident Buying Offices)	Irene Fogel	MU. 5-4190

For additional information on any phase of Home Fashion Time, write or telephone the Executive Secretary of the Home Fashions League, Inc., Josephine M. Brush, 155 East 96th St., New York 28, N.Y. SA. 2-1839.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS</u>			
Thursday July 21 11:00 A.M.- 12:00 M.	TELEVISION SHOW "YOUR TELEVISION SHOPPER" CHANNEL 5 Rug cleaning will be demonstrated by Kathi Norris as a feature of "Your Television Shopper." Publicity: Gerald Lyons, MU. 8-2600.	WABD	DUMONT TELEVISION 515 MADISON AVENUE
Monday July 25- July 29 5:15 P.M.- 5:30 P.M.	TELEVISION PREMIERE "CLASSIFIED COLUMN" This new program will feature Paul de Fur who will demonstrate all sorts of products designed to make housekeeping easier. This program will run every week, Monday through Friday. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE

TELEVISION GUIDE

Washington, D.C. Station WTTG, 12th and E. Streets, Washington 4, D.C. Program Manager, Roger Coelos.

Chicago, Illinois. Station WGN-TV - Chicago Tribune, 400 West Madison St., Chicago 6, Illinois. Program Manager- Jay E. Faraghan.

New York, N.Y. Station WNBT - National Broadcasting Company, 30 Rockefeller Plaza, New York 20, N.Y. Executive Producer, Warren Wade.

New York, N.Y. Station WPIX - News Syndicate Co., Inc., 220 East 42nd Street, New York 17, N.Y. Program Manager, James S. Pollak.

Los Angeles, Cal. Station KTTV - Times Mirror Co., 1025 N. Highland Ave., Los Angeles 38, Cal. Program Manager, Hal Hudson.

Los Angeles, Cal. Station KTLA - Paramount Television Productions, Inc. 5451 Marathon St., Los Angeles 38, Cal. Program Manager, Philip Booth.

Los Angeles, Cal. Station KTSF - Don Lee Broadcasting System, 1313 N. Vine St., Hollywood 28, Cal. Program Coordinator, E. Carlton Winckler.

EDITORIAL REQUIREMENTS

For American Savings and Loan Service, 22 E. 12th St., Cincinnati, O. This concern, which publishes Quarterly House Magazines for savings and loan associations, will welcome pictures and articles, or outlined information, on all subjects of home-making interest. This includes redecoration schemes, the uses of various products in the home, home economic hints and notices of new products to make house-keeping easier. Articles published do not plug particular products; however, credit lines are given for material used. Contact: David Singer, Editor, 22 East Twelfth Street, Cincinnati 10, Ohio.

For Public Relations Publications, 2700 E. Main St., Columbus 9, Ohio. This publication features stories and photographic illustrations of material geared to homemaker readership - home modernization, new appliances, decorating, landscaping, furnishings, human interest, music, book reviews, household tips, and so forth. Photographs must be top quality in all respects. Contact: Robert R. Spooner, Editor.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor
Arlene Hannes, Associate Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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